

I claim:

1. A method for promoting a business offering, including the use of a promotional card containing a plurality of scratch-off figures made from an opaque material, each said figure covering an indication of one of the group consisting of: a prize and no prize, said method comprising:

manufacturing said promotional card;

distributing, by a promoter, said promotional card to at least one agent;

distributing, by said agent, said promotional card to at least one potential customer;

receiving, by a merchant, said promotional card from a customer;

observing, by said merchant, the removal, by said customer, of the scratch-off material covering one of said indications on said promotional card, thereby revealing an indication of a prize or no prize;

if said indication is of a prize, providing, by said merchant, said customer with said prize when said customer purchases or leases said business offering; and

providing, by said promoter, said agent with a benefit.

2. A method of promoting a business offering as recited in claim 1, wherein the benefit provided by said promoter to said agent is of a preset, fixed value independent of any prize provided to said customer by said merchant.

3. A method for promoting a business offering as recited in claim 1, wherein each of said indications is of a prize.

4. A method for promoting a business offering as recited in claim 3, wherein the value of the benefit provided to said agent by said promoter is related to the value of the prize provided to said customer by said merchant.

5. A method for promoting a business offering, said method comprising:  
agreeing with a merchant to promote said business offering;  
determining one or more prizes and a corresponding target winning chance for each said prize;  
manufacturing a promotional game card, said promotional game card containing a plurality of scratch-off figures, each said figure covering an indication of one of the group consisting of: a prize and no prize;  
providing said promotional card to an agent for distribution to a potential customer;  
receiving notification that said promotional card has been redeemed by a customer of said merchant; and  
providing said agent with a benefit.

6. A method of promoting a business offering as recited in claim 5, wherein the benefit provided to said agent is of a preset, fixed value independent of any prize provided to said customer.

7. A method for promoting a business offering as recited in claim 5, wherein each of said indications is of a prize.

8. A method for promoting a business offering as recited in claim 7, wherein the value of the benefit provided to said agent is related to the value of the prize provided to said customer.